A9095-2

Page 1
REPORT OF March 1985

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

(Number of companies reporting this month 49)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1985	418.8	+ 126.0	+ 43.0			
1984	292.8	+ 99.3	+ 51.3			
1983	193.5					
CUMULATIVE						
1985	950.7	+ 249.5	+ 35.6			
1984	701.2	+ 258.5	+ 58.4			
1983	442.7					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1985	862.3	+ 193.9	+ 29.0			
1984	668.4	+ 247.7	+ 58.9			
1983	420.7					
CUMULATIVE						
1985	2984.9	+ 840.6	+ 39.2			
1984	2144.3	+ 1156.4	+ 117.1			
1983	987.9					

NOTE: + SIGNIFIES CURRENT YEAR INCREASE – SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH March 1985

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1985 MONTHLY	219.4	312.5	418.8										316.9
1984 MONTHLY	142.9	265.5	292.8	292.6	309.1	392.6	349.6	450.5	566.5	580.6	465.6	273.7	233.7
1983 MONTHLY	98.3	150.9	193.5	189.9	204.4	238.0	218.5	290.5	372.6	385.0	333.3	208.9	147.6
1985 CUMULATIVE YTD	219.4	531.9	950.7										
1984 CUMULATIVE YTD	142.9	408.4	701.2	993.8	1302.9	1695.5	2045.1	2495.6	3062.1	3642.7	4108.3	4382.0	
1983 CUMULATIVE YTD	98.3	249.2	442.7	632.6	837.0	1075.0	1293.5	1584.0	1990.3	2375.3	2708.6	2917.5	
ORDERS RECEIVED*													
1985 MONTHLY	1273.5	849.1	862.3										995.0
1984 MONTHLY	773.6	702.3	668.4	1000.1	445.8	413.6	348.2	288.0	195.4	83.1	104.7	55.9	714.8
1983 MONTHLY	245.1	322.1	420.7	432.1	252.7	240.7	236.4	252.8	213.1	187.8	141.4	78.8	329.3
1985 CUMULATIVE YTD	1273.5	2122.6	2984.9										
1984 CUMULATIVE YTD	773.6	1475.9	2144.3	3144.4	3590.2	4003.8	4352.0	4640.0	4835.4	4918.5	5023.2	5079.1	
1983 CUMULATIVE YTD	245.1	567.2	987.9	1420.2	1672.7	1913.4	2149.8	2402.6	2649.4	2837.2	2978.6	3094.5	
CANCELLATIONS													
1985 MONTHLY	18.9	26.5	41.3										28.9
1984 MONTHLY	7.0	6.1	21.5	18.6	48.1	56.3	24.9	87.1	55.9	46.1	91.3	78.1	11.5
1983 MONTHLY	2.1	3.6	6.9	7.2	10.1	11.7	15.6	13.8	18.4	17.7	25.3	17.9	4.2
ORDERS ON HAND (End of Month)													
1985	1222.5	1736.9	2142.1										1700.5
1984	719.0	1155.9	1511.5	2197.6	2286.2	2249.3	2222.8	1965.8	1496.5	951.3	498.5	198.0	1128.8
1983	193.1	364.8	588.9	820.2	861.1	849.1	853.9	802.5	619.8	407.3	267.3	142.1	382.3

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 49 MARCH 1985

Bachmann Industries
Bandai American
Barr
Blazon-Flexible Flyer
Cadaco
Carolina Enterprises
CBS Toys
Chilton Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Effanbee
Ertl
Fisher Price
Fundimensions
Goldberger Doll
Hasbro Bradley
Hedstrom
H-G Toys
Kenner
Leisure Dynamics
Lego
Little Tikes
Mattel
Mighty Star
M & S Shillman
Monogram
National Latex
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Pressman Toy
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Tomy
Tonka
Tyco
Wham-O

NOT PARTICIPATING: TSR, Inc.

Note: Statistics for Milton Bradley and Playskool are now included in Hasbro's figures